

Holm Marcher & Co.

Digital Director for Mindshare

Mindshare Sweden is looking for an experienced and visionary Digital Director with strong martech skills to take the reins of their digital department. The new Digital Director will become overall responsible for the development and direction of the agency's digital competencies and business.

About Mindshare

Original thoughts have always sparked great events, and within media, Mindshare's original ideas changed the industry in 1997. However, Mindshare are not done being original, and they are still as passionate about speed, teamwork and a provocative approach to the existing as they were more than twenty years ago. Through adaptive marketing Mindshare contributes to their client's growth, and their clients count some of the most prominent actors globally.

Mindshare is one of the largest media agencies worldwide with 116 offices in 86 countries. In addition, they are part of GroupM, one of the world's largest media agency groups, as well as the global agency network WPP. In Sweden, Mindshare counts 63 employees; the majority in the Stockholm office and about 14 in Gothenburg.

At Mindshare you get the opportunity to work with some of Sweden's and the world's most ambitious brands, such as AMF, SAS, Netflix, Stadium, Unilever, Volvo and Åhléns. You'll do this together with a team who is passionate about developing their client's business. Moreover, there are vast opportunity for personal and professional development within Mindshare, GroupM Sweden, and their global network.

In order to continue their success hit rate and to strengthen their digital competencies further, Mindshare is now looking for a senior profile for the role as Digital Director. The position is based in Stockholm and is a full-time position with a 6 month trial period.

The position

The new Digital Director will become overall responsible for the development and direction of the agency's digital competencies and business, covering all aspects of digital marketing; strategy and tactics, IO as well as programmatic. Although technical skills within these disciplines are not required, you must have experience working with martech and appreciate the technical aspects of it as well as its related systems. Moreover, with many clients within retail, FMCG and automotive, the right candidate preferably has experience with these industries, and experience with e-commerce is essential.

With a deep understanding of clients and consumers alike, you'll deliver conversion driven campaigns and innovative digital content and solutions creating inspiring experiences across all digital channels, and you will become an important sparring partner for Mindshare's clients in their digital development. It is essential that you possess the skills to ensure that digital initiatives are carried out in concert with – and strengthening – analogue/traditional marketing initiatives. It will be to your advantage if you have experience with trading; digital but also AVM.

You will moreover become part of Mindshare's management group and will be tasked with managing, motivating and developing the digital competencies in the agency. You will have two Head of's reporting directly to you who manage a team of approximately 10 digital strategists/managers and digital planners/coordinators located in both Gothenburg and Stockholm. Thus, it is important that you are an experienced leader who knows how to engage and inspire colleagues and clients.

Furthermore, you will become one of Mindshare's public faces, representing Mindshare at presentations, panels, and other events in order to develop and market Mindshare further. Thus, it is crucial that you are a skilled and powerful speaker as well, and that you enjoy this type of role.

The new Digital Director will be reporting to CEO Clara Grelsson.

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Your profile

The right candidate for the position has a broad understanding as well as deep digital skills and knows the future digital landscape. You have at least ten years' experience with digital media, and preferably worked 4-5 years in a media or digital agency; understanding the media agency's business is essential. You have a strong track record in terms of driving results and have a commercial mind-set.

As a Digital Director it is expected that you are opinionated and have innovative visions for Mindshare and your clients. Moreover, you are a skilled leader; one who makes an impression on colleagues and clients correspondingly. You possess strong organisational skills and are able to establish well-functioning collaborations as well as to lead across departments and external teams.

You are a team-player who is not afraid to express your passion about what you do, yet you are a balanced person who is genuinely trustworthy.

Most importantly, you can see yourself become part of Mindshare's future journey and wish to play an active role in the direction it will take.

Interested?

If you want to know more about the position, do not hesitate to contact Frida Kristensson on +46 72-3763815 or email: fk@holmmarcher.dk.